<u>IN THE CLAIMS</u>

A listing of the claims of the present application is as follows:

1. (Previously Amended) A system for incorporating local content into a communication stream, comprising:

a) means for transmitting a communication stream including program content to a receiver;

b) means for inserting in the program content one or more first tags and one or more second tags;

c) means for capturing the program content at the receiver and storing the one or more first tags and the one or more second tags in tables;

d) means for processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

e) means for processing the one or more first tags in the tables to insert local content in place of the program content for re-transmission to the local area served by the receiver.

2. (Previously Amended) The system of Claim 1 further comprising:

f) means for authoring the one or more first tags and the one or more second tags and inserting them into the program content.

3. (Previously Amended) The system of Claim 1 further comprising:

g) means for scheduling the one or more first tags in the program content for local action.

4. (Previously Amended) The system of Claim 1 wherein the tables comprise:

a first table means in the receiver for storing the one or more first tags; and

a second table means for storing the one or more second tags.

5. (Previously Amended) The system of Claim 1 wherein the one or more first tags comprises means for identifying local content for splicing or replacing program content.

6. (Canceled)

7. (Previously Amended) The system of Claim 1 wherein the one or more first tags and the one or more second tags comprise a header, tag type and local action.

8. (Currently Amended) ~~The system of Claim 1~~ <u>A system for incorporating local content into a communication stream, comprising:</u>
<u>a) means for transmitting a communication stream including program content to a receiver;</u>
<u>b) means for inserting in the program content one or more first tags and one or more second tags;</u>
<u>c) means for capturing the program content at the receiver and storing the one or more first tags and the one or more second tags in tables;</u>
<u>d) means for processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and</u>
<u>e) means for processing the one or more first tags in the tables to insert local content in place of the program content for re-transmission to the local area served by the receiver,</u> wherein the processing means comprises~~;~~<u>:</u>
a supervisor for scanning the tables; and
means for detecting a scheduled time in the program content for initiating and transmitting local action described in the one or more first tags.

9. (Previously Amended) The system of Claim 1 wherein the means for inserting tags in the program content comprises an authoring tool generating the one or more first tags and the one or more second tags.

10. (Previously Amended) An enhanced TV system comprising:
a) at least one source for transmitting compressed, packetized audio/video program content with one or more first tags and one or more second tags in a communication stream;

3

b) at least one enhanced TV station for receiving the communication stream;

c) means for expanding the received communication stream;

d) means for capturing the program content at the enhanced TV station and storing the one or more first tags and the one or more second tags in tables;

e) means for processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables;

f) means for processing the one or more first tags in the tables to insert local content into the program content; and

g) local receivers for receiving, viewing and interacting with the program content.

11. (Previously Amended) The enhanced TV system of Claim 10 further comprising:

h) computer means including a computer memory;

i) program instructions stored in the computer memory for authoring tags;

j) scheduling insertion of the one or more first tags and insertion of the one or more second tags into the program content; and

k) means coupling the computer to web servers for e-commerce, database information and tracking interaction with the local receivers.

12. (Previously Amended) The enhanced TV system of Claim 11 further comprising:

l) the local receiver means generating and transmitting messages to the enhanced TV station; and

m) means for transmitting the messages and/or the one or more first tags to the web servers which provide content for the one or more first tags and/or respond to the messages.

13. (Previously Amended) A method of processing tags in a communication stream containing program content for delivery to a receiver, comprising the steps of:

a) capturing the program content including one or more first tags and one or more second tags;

4

b) storing the one or more first tags and the one or more second tags in tables at the receiver;

c) processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

d) processing the one or more first tags to insert local content in place of the program content at a scheduled time in the program content for re-transmission to an area served by the receiver.

14. (Previously Amended)) The method of Claim 13 further comprising the step of:

e) scheduling the one or more first tags and the one or more second tags in the program content for incorporation into the communication stream at scheduled insertion points.

15. (Previously Amended) The method of Claim 13 further comprising the step of:

f) coupling a settop box to the receiver for interaction in accordance with an action defined in the one or more first tags.

16. (Previously Amended) The method of Claim 13 further comprising the step of:

g) sending messages to a transmitter from settop boxes.

17. (Previously Amended) The method of Claim 13 further comprising the step of:

h) tracking settop interaction with the receiver or local modifications made by the one or more first tags in the program content.

18. (Previously Amended) The method of Claim 13 further comprising the step of:

i) transmitting messages to web servers for contents identified by the one or more first tags or requests from settop boxes.

19. (Previously Amended) A supervisor module in an enhanced TV station comprising:

a) means for reading program content in a communication stream from a transmitter;

b) means for identifying one or more first tags and one or more second tags in the program content;

c) means for inserting the one or more first tags and the one or more second tags in tables;

d) means for processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

e) means for replacing program content with local content based on the one or more first tags.

20. (Canceled)

21. (Canceled)

22. (Previously Amended) A method for processing tags to replace program content in a communication stream with local content, comprising the steps of:

a) reading program content in a communication stream;

b) identifying one or more first tags and one or more second tags in the program content;

c) inserting the one or more first tags and the one or more second tags in tables;

d) processing the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

e) replacing program content with local content based on the the one or more first tags.

23. (Canceled)

24. (Canceled)

25. (Canceled)

26. (Previously Amended) A program medium executable in a computer system for processing first tags and second tags in a communication stream containing program content for delivery to a receiver, comprising:

a) program instruction in the medium for capturing the program content including one or more first tags and one or more second tags and storing the one or more first tags and the one or more second tags in tables at the receiver;

b) program instructions to process the one or more second tags in the tables to modify at least a portion of at least one of the one or more first tags in the tables; and

c) program instructions in the medium for processing the one or more first tags to insert local content in place of the program content at a scheduled time in the program content for re-transmission to an area served by the receiver.

27. (Previously Amended) The program medium of Claim 26 further comprising:

d) program instructions in the medium for scheduling the one or more first tags and the one or more second tags in the program content for incorporation into the communication stream at scheduled insertion points.

28. (Previously Amended) The program medium of Claim 26 further comprising:

e) program instructions in the medium for coupling a settop box to the receiver for interaction in accordance with an action defined in the one or more first tags.

29. (Previously Amended) The program medium of Claim 26 further comprising:

f) program instruction in the medium for sending messages to the transmitter from settop boxes.

30. (Previously Amended) The program medium of Claim 26 further comprising:

g) program instructions in the medium for tracking settop interaction with the receiver or local modifications made by the one or more first tags in the program content.

31. (Previously Amended) The program medium of Claim 26 further comprising:

h) program instructions for transmitting messages to web servers for contents identified by the one or more first tags or requests from settop boxes.